

**Sexism and Personality Traits:  
What You Think, and What You Think Others Think**

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## Abstract

The studies of personality traits, as well as the study of sexist assumptions, have been a popular topic of interest in psychology. In this study, both variables are combined and examined to determine the extent to which certain personality traits are associated to men and women respectively. In addition to this, the study determines if the perceptions differ when considering the answers strictly given by men or by women, and both towards their own, and the opposite sex. These perceptions are measured via questionnaire given to thirty males and thirty females, all students at Laurentian University. Briefly stated, negative personality traits were most often associated to women, and the positive traits were mainly traits which benefit others (like generous and patient, for example). Positive and self-sufficient traits, such as ambitious and confident, for example, were mostly associated towards men.

## History

In 1968, Norman H. Anderson published a list containing 555 personality traits all placed in order of likableness as voted by 100 subjects. In his study, each trait was to be rated on a scale of 0-6, 0 meaning the subject believes the trait was not at all likeable, and 6 meaning the subject believes the trait is very likable. Over the years, this study provoked much interest from many psychologists. Quite a few of them have even decided to modify certain variables of the study to discover more on the subject.

For example, in 1995 Beauvois examined the link between the perceived likeableness of these traits combined with their perceived social usefulness. Results showed that in general, people like socially useful traits. In 2001, Bocher and Van Zyl took 110 traits from Anderson's list of 555 and asked subjects to rate these traits in function of desirability in a person, rather than likeableness. Each subject was to rate the traits on a scale of 0-7 in regards to desirability. It was specified that the scale represented desirability within their friends and family members. Devos-Comby (2001) then decided to examine if there is a link between desirability and social

usefulness. He determined that correlation between the two was not always present, as some may desire certain personality traits that aren't necessarily viewed as socially useful.

Then, in 2005, LaBarbenchon, Cambon, and Lavigne took Devos-Comby's research concept and linked them within a professional standpoint. Essentially, their goal was to see how desirability and social usefulness played a role in regards to paying jobs, in people's perspective. In this study, 130 subjects judged 308 personality traits, firstly in terms of desirability, and then secondly in regards to social usefulness. The researchers decided it would be best to better precise the definition of 'social usefulness' to the participants, so when they rated this aspect on a scale of 1-7, they did it twice; once to say if the trait is socially useful in terms of professional success, and then a second time in terms of professional accomplishment, as in which traits are most present in those with high or low paying salaries.

All in all, we see that Anderson's original publication spiked interest in the perception of personality traits, in various aspects regarding a wide range of variables. What I find to be the most interesting is the examination of perspectives within the sexes, towards the sexes. In other words, I am interested in how perspectives vary within men and women, and also how these vary when directed towards each of the sexes as well.

In 1968, Rosenkrantz, Vogel, Bee, Broverman and Broverman created the 'sex role stereotypes questionnaire' in which subjects were to rate personality traits in regards to men and then in regards to women. A second questionnaire asked a different group of subjects to rate the same traits on desirability in general. The results showed that men and women both agree on desirability ranking of the traits, as well as which traits are associated to men and which to women. All in all, the most desirable traits were generally associated to males, and the least

desirable traits to females. Werner and LaRussa (1985) studied gender stereotypes and personality trait association, as well. Their results showed that men and women were judged to have different personality traits, but some of these traits have changed from those in previous studies. In this study, men and women seems to agree on which stereotypes are associated to each sex, just like in Rosenkrantz's study, but that the traits associated to each sex contained variations; some typically-associated female traits were deemed desirable, and some typically-associated male traits were deemed undesirable. Therefore, Rosenkrantz concluded that with the passing of time and essentially the social changes that come with it have induced differences in our general perception of gender stereotypes.

In the year 2000, Nesbit and Penn decided to redo Rosenkrantz's study to compare results. Once again, the same stereotypes were more or less associated to men and women as they were in the past, but they did see changes in perceived desirability; most traits deemed desirable were associated to women, and most traits deemed least desirable were associated to men.

Ten years after the Anderson's original study, Edward S. Conolley and George P. Knight took it upon themselves to conduct his study once more, without changing any variables, to see how the results have changed over time. Once again, 100 subjects were asked to rate each of the 555 traits on a scale of 0-6, as did Anderson in 1968. They concluded that the updates results have changed, but only slightly, and that these slight differences were more likely because of statistical regression than actual changes in perspective. It is to note that although the study was redone ten years after the original study was conducted, this was still quite a while ago. It is for this reason that I will retake this study in the year of 2016, to see how the results differ from those found in 1968 and in 1978, 48 years and 38 years later, respectively.

As of yet we've looked at studies examining personality trait rankings based on likeability, desirability, and social usefulness. Further research examined these variables in relation to perspectives on workplace success. Also, multiple studies were conducted throughout the years to examine perspectives on personality traits between the sexes, paired with a multitude of changing variables. What I would like to see is how personality trait desirability has changed, in addition to what students think are socially most often attributed to each sex, as well as what they personally think in regards to this. In other words, what students personally think about personality traits, and what they think others think in regards to this. Past findings show various results on personal perspectives, but very few show what we think others think on the matter.

## **Objective**

Since the dawn of psychology, researchers have shown interest on perspectives and how they differ from person to person. Of course, the development of perspective regardless of topic is influenced by a wide range of variables, such as age, upbringing, cultural influence, and social status, to name a few. I am personally interested in the variable of gender and want to examine differences between the sexes, which essentially ties in various factors in itself, like upbringing and cultural influence, for example. My research objective is to determine how certain personality traits are viewed in regards to men and women, through the eyes of both men and women, interchanged. These views will also be examined in two levels, first being personal perspective and second being our thoughts on other's perception, as a whole. In other words, I want to see which personality traits people believe are socially attributed most often to men and which to women and then I want to see what they personally think on the matter. In addition to this, I will also see which traits are viewed as positive to have and which are viewed as negative to have, as an interesting addition to which the final results can be compared. The dependent

variable of this research is the obtained perceptions and the two independent variables are sex (male, female) and perception (personal, assumed). None of the variables are experimental, as none of these are manipulated in any way.

## **Contribution**

Archives are filled with studies based on gender differences of all types, and research examining personality traits are plenty. But where is the research examining assumed social perspectives? These are few and hard to find. However, this can be a valuable piece of information. To my knowledge, there is no research done on assumed social perspectives towards gender stereotypes and personality traits. What do we think others think about this? In the past, as mentioned above, studies have determined collective agreements on desirability of traits in various settings, as well as the attribution of these traits to either men or women, and the differences in these perspectives based on the sex of the subjects asked. There are no studies combining these variables, with the addition of assumed social perspective, to analyze the many interactions between them. This information can open a window; with this knowledge, we can better understand our view towards the society that we live in. We can see how those around us believe we are mentally structured, as a culture.

## **Hypothesis**

When reviewing the research objective and all of its interactions, we can see that there are many possibilities in terms of final results.

Firstly, there may be a difference in personal perceptions within males, towards males, and/or within males towards females for certain personality traits. Of course, the opposite applies

as well: there may be differences in personal perceptions within females, towards females, and/or within females towards males for certain personality traits.

Secondly, there may be a difference in the assumed social perceptions with the same dimensions. That is to say, there may be a difference in what we think others think within males, towards males, and/or within males towards females for certain personality traits. Once again, the opposite applies as well: there may be differences in what we think others think within females, towards females, and/or within females towards males for certain personality traits.

The complete list of 25 personality traits will be evaluated in these ways. In summary, there may be differences in the perceptions of personality traits within the personal level and also within the assumed level. These differences may be influenced by the participant's sex as well, so this must be included. Finally, every trait result will be compared to whether the participants, as a whole, have determined it to be a desirable trait to have or not.

We will see which traits are judged desirable to have and which are not, and whether we believe that as a culture, these traits are most often associated to men or women. Our personal opinion on the matter will also be examined, because we may, as individuals, feel there is a difference in what we think society thinks, and what we personally believe.

All in all, we can hypothesize that there will be differences within these variables, and that the participants' sex will be a factor in these differences.



## Method

### *Subjects*

Sixty students from Laurentian University are needed to conduct this study. Half of these (thirty) must be male, and the other half (thirty) must be female. The reason for this is to ensure equal evaluation between the sexes. All participants are to fill out the same questionnaire, individually. There is absolutely no manipulation of the questionnaire between participants, regardless of sex. Other variables, such as age, are not identified nor evaluated in the results.

### *Material*

The material needed to conduct this research is essentially just the questionnaire which I have created. This questionnaire consists of a list of 25 personality traits, taken from Anderson's (1968) original list of 555 personality traits. Ten of the traits come from the top 200 traits in Anderson's list, which means they were judged to be the most desirable. In turn, ten were also chosen within the last 200 of Anderson's list. Finally, five were chosen from the middle of the list, which means they were judged more or less as neutral. Of course, my study will ask that the participants indicate if they believe the traits are desirable or not, because the available results are quite dated, and had a different population in mind.

While choosing the traits to be used I considered many things. Firstly, I avoided words that were too similar. For example, I would not have chosen both the words generous and giving, or stubborn and hard-headed. Secondly, I would not use two directly opposing words, like friendly and unfriendly, or social and unpopular. Lastly, if I had the choice between two words with similar meaning, I would choose the strongest word. An example of this would be indecisive and "wishy-washy". Of course, indecisive would have won between the two.

The chosen traits are the following, with their position on Anderson's 555 word list:

Within the top 200	Mid-list	Within the bottom 200
Open-minded (9)	Argumentative (319)	Short-tempered (422)
Thoughtful (10)	Indecisive (333)	Immature (431)
Reliable (14)	Demanding (354)	Irrational (463)
Humorous (27)	Stubborn (369)	Superficial (494)
Level-headed (52)	Possessive (386)	Unfair (498)
Ambitious (59)		Jealous (502)
Patient (73)		Abusive (510)
Talented (74)		Unreasonable (516)
Generous (103)		Self-centered (517)
Confident (182)		Annoying (529)

It is to note that these traits are presented in random order, and that the only identifying question the participant must answer is whether they are male or female. Following each trait are a series of three questions, one asking about the desirability of the trait, one asking about personal perspective, and one asking about what they subject thinks we think about it, as a whole, socially.

Here is a sample from the questionnaire:

Irrational

1. Is this trait desirable in a person?

Yes\_\_\_\_\_

No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_

More often to women \_\_\_\_\_

Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_

More often to women \_\_\_\_\_

Equally often to both \_\_\_\_\_

### *Procedure*

Firstly, all subjects are to sign a consent form, which explains the procedure and the option to decline any further continuation at any time, with no penalty. The subjects remain anonymous, only identifying their sex, whether male or female. Then, they are to mark an X to identify their answer for each question. Desirability is rated by a yes or no answer, and the two following questions each have four options, as shown above. The answer options are all nominal; there are no scaling evaluations in this research. A copy of the consent form is in Appendix A, and a copy of the questionnaire is in Appendix B.

### **Results**

Firstly, in comparison to Anderson's ranked list of personality traits, the ten I've chosen within the top one hundred ranked were voted as desirable and the ten I've chosen from the bottom one hundred ranked were voted undesirable; the results were essentially the same. However, because my thesis asked participants to vote the traits as either desirable or not, and did not ask them to rank them on a scale of one to seven like Anderson did, the five traits that I've chosen ranked mid-list were all voted as undesirable (see Table 1).

*Table 1*

Desirable	Undesirable
Ambitious	Possessive
Humorous	Irrational
Reliable	Annoying
Talented	Superficial
Generous	Indecisive
Level-Headed	Short-Tempered
Thoughtful	Abusive
Patient	Stubborn
Open-Minded	Demanding
Confident	Jealous
	Argumentative
	Unreasonable
	Immature
	Self-Centered
	Unfair

Secondly, the participants were asked to associate each personality trait to each sex, or equally to both sexes, based on what they think society thinks, and what they personally think. Table 2 presents the significant results of the collective answers of all sixty participants, male and female combined. The numeral percentages are listed, followed by ‘W’, ‘M’, or ‘=’ indicating whether the dominant perception is an association to men, women, or equally to both. Twenty-one traits out of the twenty-five listed had significant results. Table 2, found in Appendix C, presents the complete results. Following (Table 3) are the traits that had statistical significance between personal perception and what they think society thinks.

**Table 3.**

*Significant Differences ( $p < .05$ ) between Personal Attributions and the Perceived Society's Attributions (All Participants Are Combined)*

Trait	Society's Attribution	Personal Attribution
Ambitious	44.1 (M)	64.4 (E)
Possessive	51.7 (W)	45.0 (E)
Irrational	57.6 (W)	59.3 (E)
Humorous	53.3 (M)	68.3 (E)
Annoying	46.7 (W)	71.7 (E)
Reliable	47.5 (W)	66.1 (E)
Indecisive	75.0 (W)	43.3 (E)
Talented	78.3 (E)	91.7 (E)
Short-tempered	73.3 (M)	48.3 (E)
Unfair	56.7 (E)	73.3 (E)
Generous	48.3 (W)	68.3 (E)
Level-Headed	44.1 (M)	69.5 (E)
Stubborn	40.0 (W)	63.3 (E)
Confident	62.7 (M)	62.7 (E)
Demanding	56.7 (W)	48.3 (E)
Thoughtful	65.0 (W)	63.3 (E)
Unreasonable	35.0 (W)	70.0 (E)
Patient	56.7 (W)	61.7 (E)
Immature	85.0 (M)	60.0 (M)
Self-centered	46.7 (W)	70.0 (E)
Open-minded	51.7 (E)	70.0 (E)

Note: 1. (M) =attributing the trait more often to men

(W) =attributing the trait more often to women

(E) = attributing the trait equally often to both sexes

2. The values in the table are percentages of the subjects in each category of attribution

What is particularly interesting about these results is that the majority of perceptions in what the participants think is mainly perceived in our society are associated to either men or women, but when it comes to personal perceptions, it is not the case. The vast majority of personal opinion on each trait is that they are attributed to each sex equally. The only exception to this is the trait 'Immature' which is majorly attributed to men. The traits that are perceived as equally attributed to each sex socially are 'Talented', 'Unfair', and 'Open-Minded'. Table 4 presents the significant results within male and female participants respectively. The following

traits had statistical significance between personal perception and what they think society thinks.

Sixteen of the twenty-five traits were significant for the male participants, and eight of the

twenty-five traits were significant for the female participants.

**Table 4**

*Significant Differences ( $p < .05$ ) between Personal Attributions and the Perceived Society's Attributions (Male and Female participants are separated)*

	Society's Attribution	Personal Attribution
<b>Male Participants</b>		
Possessive	56.7 (W)	46.7 (E)
Irrational	66.7 (W)	56.7 (E)
Humorous	60.0 (M)	56.7 (E)
Reliable	44.8 (W)	65.5 (E)
Indecisive	70.0 (W)	46.7 (W)
Talented	73.3 (E)	83.3 (E)
Short-tempered	83.3 (M)	46.7 (M)
Generous	53.3 (W)	63.3 (E)
Level-headed	43.3 (M)	63.3 (E)
Jealous	53.3 (W)	66.7 (E)
Thoughtful	66.7 (W)	60.0 (E)
Patient	66.7 (W)	56.7 (E)
Self-centered	40.0 (W)	56.7 (E)
Open-minded	50.0 (E)	66.7 (E)
Confident	72.4 (M)	51.7 (M)
Unfair	56.7 (E)	63.3 (E)
<b>Female Participants</b>		
Humorous	53.3 (E)	80.0 (E)
Reliable	50.0 (W)	66.7 (E)
Talented	83.3 (E)	100.0 (E)
Stubborn	56.7 (W)	66.7 (E)
Immature	86.7 (M)	60.0 (M)
Self-centered	53.3 (W)	83.3 (E)
Open-minded	53.3 (E)	73.3 (E)
Unfair	56.7 (E)	83.3 (E)

Note: 1. (M)=attributing the trait more often to men  
 (W)=attributing the trait more often to women  
 (E)= attributing the trait equally often to both sexes  
 2. The values in the table are percentages of the subjects in each category of attribution

The male participants majorly think society thinks these traits are attributed either more to men or women, but personally, they, for the most part, attribute them equally to both sexes. The exceptions to this are the traits ‘Confident’ and ‘Short-tempered’ personally attributed to men, and ‘Indecisive’ to women. For female participants, half of the significant traits are believed to be equally attributed to both sexes in society, and half are believed to be socially attributed to either men or women. Their personal opinions, however, show that they equally attribute all traits to both sexes, except for the trait ‘Immature’, which is attributed to men. Table 5 shows the condensed results of what the participants think society thinks.

**Table 5**  
*Perception of society’s stereotypes*

	<b>Desirable traits</b>	<b>Undesirables traits</b>
<b>All participants combined</b> More attributed to men	Ambitious Humorous Level-headed Confident	Short-tempered Immature
More attributed to women	Reliable Generous Thoughtful Patient	Possessive Irrational Annoying Indecisive Stubborn Demanding Unreasonable Self-centered
Equally attributed to both	Talented Open-minded	Unfair
<b>Male participants</b> More attributed to men	Humorous Level-headed Confident	Short-tempered
More attributed to women	Generous Thoughtful Patient Reliable	Possessive Irrational Indecisive Jealous Self-centered
Equally attributed to both	Talented Open-minded	Unfair

<b>Female participants</b> More attributed to men		Immature
More attributed to women	Reliable	Stubborn Self-centered
Equally attributed to both	Humorous Talented Open-minded	Unfair

When it comes to personal opinions in all participants combined, the only exception to equality is ‘Immature’ to men, within male participants only the exceptions to equality are ‘Indecisive’ to women, ‘Short-tempered’ to men, and ‘Confident’ to men, and within female participants the only exception to equality is ‘Immature’ to men. What is interesting to see is that the majority of negatively perceived traits are associated primarily towards women in all cases; personal and the perception of what society thinks, and within all subject groups; men towards women, women towards women, and both combined.

## Discussion

The most obvious revelation from this study is that the majority of personality traits presented to the participants were thought to be socially attributed more often to one sex or the other, while the participant’s personal opinion on the matter is usually neutral, meaning they personally attribute the traits equally to both sexes. The hypothesis was that there would be differences between the two, but such results were not anticipated whatsoever. Upon further reflection, I believe the most influential factor for this is the age of the population sample. With new-age feminism and the influence of egalitarian movements in today’s world, younger generations are more exposed to point of views which depict generalizations of personality traits to both sexes, as opposed to heavy sexist portrayals that were popular in the past. Generally



speaking, older generations are those who have control over the media and essentially had the most influence in our societal construct as the younger generations were raised. This brings up the possibility that the population sample believes society attributes most traits to one sex or the other because of their influence, yet they personally believe otherwise. The age-group bias of this study is its greatest downfall; as a future study, I suggest a cross-generational examination, as well as the inclusion of more specific questions on perspective, such as ‘what do you think others within your age group think’ and ‘what do you think others within your parent’s age group think’, for example. Ideally, the study would be more intensive and would include the examination of multiple age groups.

Another possible influence is a variable present in all of the participants: they are all students at Laurentian University. It is possible that the level of education influenced the personal perspectives of the participants. A future study should either combine all educational possibilities, or perhaps even compare the perspectives among different levels, in addition to the cross-generational variable. In short further research is needed to justifiably make any general conclusions on the deciding variable.

Another observation made upon these results is that men tend to associate personality traits to certain sexes (16/25) twice as often as women do (8/25). While these results may indicate that either men are quicker to make sexist assumptions than women, or that women are less judgmental than men, it is possible that the list of twenty-five traits just happen to contain traits that gave us these results. A longer list is needed, both to confirm this discovery and to provide more in depth understanding on what we think others think, and our personal perspectives.

As a whole, and individually, we see that women are attributed negative personality traits much more often than men are. This means that not only do men think society attributes more negative traits to women, but women think they are more often attributed to themselves as well. This emphasis on negative associations to women highlights the importance of gender-quality teachings and exposure to both sexes in roles that are both typical and atypical representations of sex stereotypes. In fact, the positive personality traits most associated to women are those mostly beneficial to other such as patient and generous. In interesting contrast, not one participant personally associated the trait generous to men. Positive personality traits most frequently associated to men were mostly those which were self-fulfilling, like ambitious, confident, and level-headed.

Apart from the main points taken from these results, there are many small observations that need to be acknowledged. Firstly, no participants, male or female, thought the trait 'humorous' would be socially attributed to women, and a very small percentage (under 5%) thought so personally. These are the same results for the trait 'talented'. As well, no one thought the trait 'confident' would be associated to women, personally, and very few women attributed this trait to themselves, but men scored high with this association from both men and women. Contrastingly, the trait immature was never attributed to women personally, and very few thought so socially, but it was highly associated to men specifically. It is the only trait which was associated to men on a personal level when all participants were combined. Finally, the personality trait 'abusive' was never socially associated to women, and none of the male participants associated it to women on a personal level. These results as a whole shed light into dangerous sexist perceptions on both sexes for different reasons. If people think others think women are not confident, nor talented, what does this mean for women entering the working

field? What does this mean for women's self-evaluation and perceived self-worth? If no one thinks society thinks women are just as likely to be abusive as men are, what does this mean for men fighting for child custody? What does it mean for men victim of abuse by women, and their likelihood to seek help? In short, further research on our personal and perceived social perceptions in regards to both sexes is needed. Such discoveries may help change lives for the better.

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## APPENDIX A

### RECRUITMENT MESSAGE

My name is Manon Bélanger and I am enrolled in the French Honours Bachelors of Arts Program in Psychology here at Laurentian University. I am doing a study for my fourth-year thesis in psychology. My thesis supervisor is Dr. Run-Min Zhou, and we are interested in knowing if you would like to participate in this study.

If you agree to participate in this study, you will complete a questionnaire containing 25 personality traits. You will read each of them and answer three questions about each trait. The questions are the following:

Is this trait desirable in a person?

In our society, do you believe people usually attribute this trait more often to men or women?

Personally, would you attribute this trait more often to men or women?

I cannot tell you the purpose of this study as knowing the hypothesis prior to doing the experiment can influence your results; I will inform you of its purpose once you have completed the questionnaire.

Your participation to this experiment is strictly voluntary and you are free to leave at any moment if you want to, without any sort of consequence, including negative reactions. You can also refuse to answer any question if you feel uncomfortable or tired. Your name will not be stated on the questionnaire, and your answers will remain confidential. Nobody will know who answered which questionnaire. Once the study is completed, the questionnaires will be locked at safe place and destroyed in three years. The only question about your being asked within the questionnaire is whether you are a male or a female participant.

The people who participate in this study can receive a summary of the results around April if they would like to.

Researcher : Manon Bélanger

Institution : Laurentian University

Contact Number: 705-929-6055

### Consent Form

I, \_\_\_\_\_, freely consent to participate as a volunteer subject in the study of 4th year psychology student Manon Bélanger, supervised by Dr. Run-Min Zhou, psychology professor at Laurentian University in Sudbury.

I understand that if I agree to participate in this study, I will complete a questionnaire containing 25 personality traits, followed by three opinion questions. I will read each of them carefully and answer honestly. The whole session will take about 30 minutes. I have been informed that this study does not include any risks towards the participant. However, it is possible that I may feel slightly uncomfortable when filling out the questionnaire. If this happens, I can refuse to answer certain questions and/or stop answering the whole questionnaire immediately without being subjected to any penalty.

I am aware that if I participate in the study, all the data collected from me will remain confidential and I shall be identified with an anonymous code. The researcher will not reveal my name to anybody else. Nobody will know who has answered which questionnaire. As well, I know that if I participate in the study, I can stop and leave the experiment at any time simply by verbally informing the experimenter or by leaving the questionnaire blank, without any consequence. As well, my participation or withdrawal from this study will in no way affect negatively my course grades. I also understand that once I have completed the questionnaire the researcher will inform me of her hypothesis for this study. I am aware that knowing the hypothesis prior to doing the experiment can influence my results.

If I want more information about this study or if I have further question I can contact Dr. Run-Min Zhou, professor at the Psychology Department at Laurentian University in Sudbury at 1-705-675-1151 ext: 4276. Also, two copies of this consent form have been given out one to me and the other one to the researcher.

\_\_\_\_\_  
Participant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Researcher Signature

\_\_\_\_\_  
Date

I would like to receive a summary of the results of this study that will be ready April 1st at the following address:

\_\_\_\_\_.

DEBRIEFING FORM

### Debriefing Form

Dear Participant:

Thank you very much for participating in my study.

At the beginning of the study, I did not tell you the true purpose of this research so as not to influence your answers. Now that it is over, I want to let you know the real objective of this research. In this study, I am looking to determine perceptions on gender stereotypes. Firstly to see our personal perceptions, and secondly to see what we believe others think about this (projected perception). Lastly, our opinion on the desirability of the traits will aid in providing a better concept of how we think of men and women, in general.

Thank you again for your understanding and participation.

Manon Bélanger

## APPENDIX B

## Questionnaire

What is your gender? : M\_\_\_\_\_ F\_\_\_\_\_

Below is a list of 25 personality traits. There will be 3 questions following each trait. Please mark your answer to each question with an “x”. Make sure to only mark an “x” for one answer from the two or three options for each question.

**Ambitious**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

**Possessive**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

**Irrational**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_



2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Humorous**

1. Is this trait desirable in a person?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Annoying**

1. Is this trait desirable in a person?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Reliable**

1. Is this trait desirable in a person?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Superficial**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

### **Indecisive**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

### **Talented**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

### **Short-tempered**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Generous**

1. Is this trait desirable in a person?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Abusive**

1. Is this trait desirable in a person?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Level-headed**

1. Is this trait desirable in a person?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

**Stubborn**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

**Demanding**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

**Jealous**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

**Argumentative**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Thoughtful**

1. Is this trait desirable in a person?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Unreasonable**

1. Is this trait desirable in a person?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Patient**

1. Is this trait desirable in a person?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

**Immature**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

**Open-minded**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

**Self-centered**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both\_\_\_\_\_

**Confident**

1. Is this trait desirable in a person?

Yes\_\_\_\_\_ No\_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

### **Unfair**

1. Is this trait desirable in a person?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. In our society, do you believe people usually attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

3. Personally, would you attribute this trait more often to men or women?

More often to men \_\_\_\_\_ More often to women \_\_\_\_\_ Equally often to both \_\_\_\_\_

## APPENDIX C

## Descriptive statistics

	More often to men		More often to women		Equally often to both		x <sup>2</sup>
	Society	Personal	Society	Personal	Society	Personal	
<b>Ambitious</b>							
Male subjects	56.7	20.0	13.3	16.7	30.0	63.3	.06
Female subjects	31.0	13.8	20.7	20.7	48.3	65.5	.36
All combined	44.1	16.9	16.9	18.6	39.0	64.4	<u>p&lt;.05</u>
	More often to men		More often to women		Equally often to both		x <sup>2</sup>
	Society	Personal	Society	Personal	Society	Personal	
<b>Possessive</b>							
Male subjects	26.7	23.3	56.7	30.0	16.7	46.7	<u>p&lt;.001</u>
Female subjects	36.7	26.7	46.7	30.0	16.7	43.3	.31
All combined	31.7	25.0	51.7	30.0	16.7	45.0	<u>p&lt;.01</u>
	More often to men		More often to women		Equally often to both		x <sup>2</sup>
	Society	Personal	Society	Personal	Society	Personal	
<b>Irrational</b>							
Male subjects	16.7	10.0	66.7	33.3	16.7	56.7	<u>p&lt;.001</u>
Female subjects	24.1	17.2	48.3	20.7	27.6	62.1	.59
All combined	20.3	13.6	57.6	27.1	22.0	59.3	<u>p&lt;.01</u>



	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Humorous</b>							
Male subjects	60.0	40.0	0.00	3.3	40.0	56.7	<u>p&lt; .01</u>
Female subjects	46.7	16.7	0.00	3.3	53.3	80.0	<u>p&lt; .01</u>
All combined	53.3	28.3	0.00	3.3	46.7	68.3	<u>p&lt; .001</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Annoying</b>							
Male subjects	10.0	10.0	43.3	23.3	46.7	66.7	.07
Female subjects	6.7	6.7	50.0	16.7	43.3	76.7	.12
All combined	8.3	8.3	46.7	20.0	45.0	71.7	<u>p&lt; .05</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Reliable</b>							
Male subjects	20.7	0.00	44.8	34.5	34.5	65.5	<u>p&lt; .05</u>
Female subjects	3.3	6.7	50.0	26.7	46.7	66.7	<u>p&lt; .001</u>
All combined	11.9	3.4	47.5	30.5	40.7	66.1	<u>p&lt; .001</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Superficial</b>							
Male subjects	13.3	13.3	63.3	50.0	23.3	36.7	.09
Female subjects	3.3	3.3	80.0	43.3	16.7	53.3	.87
All combined	8.3	8.3	71.7	46.7	20.0	45.0	.06

	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Indecisive</b>							
Male subjects	13.3	23.3	70.0	46.7	16.7	30.0	<u>p&lt; .01</u>
Female subjects	6.7	13.3	80.0	30.0	13.3	56.7	.47
All combined	10.0	18.3	75.0	38.3	15.0	43.3	<u>p&lt; .01</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Talented</b>							
Male subjects	26.7	10.0	0.00	6.7	73.3	83.3	<u>p&lt; .01</u>
Female subjects	16.7	0.00	0.00	0.00	83.3	100.0	<u>p&lt; .01</u>
All combined	21.7	5.0	0.00	3.3	78.3	91.7	<u>p&lt; .001</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Short-Tempered</b>							
Male subjects	83.3	46.7	10.0	10.0	6.7	43.3	<u>p&lt; .001</u>
Female subjects	63.3	43.3	23.3	3.3	13.3	53.3	.27
All combined	73.3	45.0	16.7	6.7	10.0	48.3	<u>p&lt; .01</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Generous</b>							
Male subjects	6.7	0.00	53.3	36.7	40.0	63.3	<u>p&lt; .05</u>
Female subjects	6.7	10.0	43.3	16.7	50.0	73.3	.10
All combined	6.7	5.0	48.3	26.7	45.0	68.3	<u>p&lt; .01</u>

	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Abusive</b>							
Male subjects	93.3	60.0	0.00	0.00	6.7	40.0	.07
Female subjects	93.3	20.0	0.00	3.3	6.7	76.7	.72
All combined	93.3	40.0	0.00	1.7	6.7	58.3	.22
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Level-Headed</b>							
Male subjects	43.3	23.3	26.7	13.3	30.0	63.3	<u>p&lt; .001</u>
Female subjects	44.8	10.3	34.5	13.8	20.7	75.9	.12
All combined	44.1	16.9	30.5	13.6	25.4	69.5	<u>p&lt; .001</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Stubborn</b>							
Male subjects	53.3	30.0	23.3	10.0	23.3	60.0	.16
Female subjects	13.3	3.3	56.7	30.0	30.0	66.7	<u>p&lt; .05</u>
All combined	33.3	16.7	40.0	20.0	26.7	63.3	<u>p&lt; .001</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Demanding</b>							
Male subjects	36.7	16.7	50.0	46.7	13.3	36.7	.07
Female subjects	13.3	6.7	63.3	33.3	23.3	60.0	.25
All combined	25.0	11.7	56.7	40.0	18.3	48.3	<u>p&lt; .01</u>

	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Jealous</b>							
Male subjects	20.0	13.3	53.3	20.0	26.7	66.7	<u>p&lt; .01</u>
Female subjects	13.3	6.7	73.3	6.7	13.3	86.7	.79
All combined	16.7	10.0	63.3	13.3	20.0	76.7	.06
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Argumentative</b>							
Male subjects	23.3	16.7	43.3	10.0	33.3	73.3	.25
Female subjects	13.3	10.0	53.3	13.3	33.3	76.7	.34
All combined	18.3	13.3	48.3	11.7	33.3	75.0	.14
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Thoughtful</b>							
Male subjects	6.7	3.3	66.7	36.7	26.7	60.0	<u>p&lt; .05</u>
Female subjects	3.3	10.0	63.3	23.3	33.3	66.7	.68
All combined	5.0	6.7	65.0	30.0	30.0	63.3	<u>p&lt; .05</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Unreasonable</b>							
Male subjects	23.3	23.3	36.7	13.3	40.0	63.3	.07
Female subjects	33.3	23.3	33.3	0.00	33.3	76.7	.09
All combined	28.3	23.3	35.0	6.7	36.7	70.0	<u>p&lt; .05</u>

	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Patient</b>							
Male subjects	13.3	6.7	66.7	36.7	20.0	56.7	<u>p&lt; .001</u>
Female subjects	23.3	3.3	46.7	30.0	30.0	66.7	.07
All combined	18.3	5.0	56.7	33.3	25.0	61.7	<u>p&lt; .001</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Immature</b>							
Male subjects	83.3	60.0	6.7	0.00	10.0	40.0	.07
Female subjects	86.7	60.0	3.3	0.00	10.0	40.0	<u>p&lt; .05</u>
All combined	85.0	60.0	5.0	0.00	10.0	40.0	<u>p&lt; .01</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Self-centered</b>							
Male subjects	36.7	30.0	40.0	13.3	23.3	56.7	<u>p&lt; .01</u>
Female subjects	16.7	6.7	53.3	10.0	30.0	83.3	<u>p&lt; .01</u>
All combined	26.7	18.3	46.7	11.7	26.7	70.0	<u>p&lt; .001</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Open-minded</b>							
Male subjects	13.3	13.3	36.7	20.0	50.0	66.7	<u>p&lt; .001</u>
Female subjects	6.7	6.7	40.0	20.0	53.3	73.3	<u>p&lt; .01</u>
All combined	10.0	10.0	38.3	20.0	51.7	70.0	<u>p&lt; .001</u>

	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Confident</b>							
Male subjects	72.4	51.7	3.4	0.00	24.1	48.3	<u>p&lt; .05</u>
Female subjects	53.3	23.3	6.7	0.00	40.0	76.7	.24
All combined	62.7	37.3	5.1	0.00	32.2	62.7	<u>p&lt; .01</u>
	More often to men		More often to women		Equally often to both		x2
	Society	Personal	Society	Personal	Society	Personal	
<b>Unfair</b>							
Male subjects	16.7	20.0	26.7	16.7	56.7	63.3	<u>p&lt; .001</u>
Female subjects	20.0	13.3	23.3	3.3	56.7	83.3	<u>p&lt; .01</u>
All combined	18.3	16.7	25.0	10.0	56.7	73.3	<u>p&lt; .001</u>